**Exit Test :**

Fill in the gaps with the appropriate words :

**Relationship, Target market, Penetration pricing, Marketing strategy.**

1. \_\_\_\_\_\_\_\_ marketing focuses on building a long-term connection with customers instead of short-term sales.

2. A \_\_\_\_\_\_\_\_ is a group of people with similar characteristics that a company aims to serve.

3. The \_\_\_\_\_\_\_\_ strategy involves offering a product at a low price to penetrate the market and gain customers.

Answer:

4. A \_\_\_\_\_\_\_\_ is a detailed plan of action for achieving marketing objectives.